

# SYSTEM AND METHOD OF MEDIATING BUSINESS TRANSACTIONS

## Abstract

A system and method of mediating business transactions that allows purchasers to remain substantially anonymous by using negotiable stored-value or smart cards that allow for selectively withholding or transmitting the purchasers' personal information, while reducing risks to merchants by confirming payments substantially simultaneously with receipts of orders. More specifically, a mediator operating a transaction center is effectively interposed between the purchaser and merchant and receives the purchaser's order and payment information (e.g., card authentication information); verifies the validity of the card; and forwards the order and confirmation of payment to the merchant. The merchant can then safely fill and ship the order knowing that the payment has been confirmed and is substantially guaranteed.